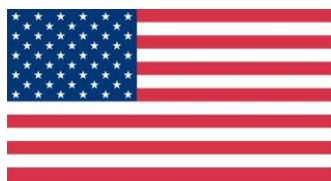


# PRESS RELEASE



U.S. EMBASSY MADRID, SPAIN

## U.S. Embassy Madrid Celebrates Global Economic Statecraft Day

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The U.S. Embassy Madrid joined the White House, the U.S. Departments of State, Commerce and Agriculture, and U.S. diplomatic missions and business associations around the world in celebrating Global Economic Statecraft Day on June 14, 2012. In Madrid, U.S. Ambassador to Spain and Andorra Alan D. Solomont and economic, commercial, agricultural and public affairs teams at Embassy Madrid marked Global Economic Statecraft Day with several events, including a roundtable with key Spanish and U.S. business leaders, a landmark teleconference for U.S. companies interested in doing business in Spain, and the launch of a [Business Tab](#) on the official Embassy website to provide information to both Spanish and U.S. companies.

- Ambassador Solomont hosted a business roundtable with members of the [U.S.-Spain Council](#) and [Fundación Consejo España-Estados Unidos](#). At the roundtable, Ambassador Solomont explained how the U.S. Embassy in Madrid supports economic statecraft by collaborating with public and private sector partners in Spain and by promoting U.S. exports to Spain and Spanish direct investment into the United States. Ambassador Solomont also asked for advice from Spanish and U.S. business leaders on how the Embassy could better support their efforts. One topic of discussion is the upcoming [U.S.-Spain Forum](#), scheduled for June 22-24 in New Jersey, which will be opened by their Royal Highnesses, the Prince and Princess of Asturias.
- Ambassador Solomont and the [U.S. Commercial Service](#) office at Embassy Madrid also opened the first Direct Line conference call, which gave over 30 U.S. companies interested in investing in Spain an opportunity to learn more about doing business in Spain. The main topic for the inaugural Direct Line call was intellectual property rights protection in Spain.
- Finally, the official U.S. Embassy website launched a [“Business Tab”](#) that provides a wealth of investment-related resources and contact information for U.S. and Spanish businesses interested in doing business in the U.S. and Spain. The Business Tab contains contact information for U.S. Embassy offices and a special section on agricultural trade.

In a video message, U.S. President Barack Obama [inaugurated](#) Global Economic Statecraft Day by noting that “in our global economy, our prosperity is shared” and that “by working together, we will continue to forge the partnerships that create jobs, the opportunity and the dignity that our people deserve.” U.S. Secretary of State Hillary Clinton [also said](#) that “Businesses, governments, and civil

society leaders will come together to find new ways to invest and work together – whether through a public dialogue, a partnership announcement, or a meeting to discuss export opportunities. We are sending the message to people in every region – the United States is open for business and tourism, and we have the economic tools to create new jobs and expand trade and investment – at home and abroad. Our diplomatic efforts are producing real returns for the American people and building a more prosperous future for our economic partners.”

The U.S. Embassy in Madrid and the U.S. State Department have made economic statecraft a priority. U.S. Secretary of State Hillary Clinton placed economic statecraft at the heart of U.S. foreign policy in a [landmark speech](#) in October 2011 at the Economic Club of New York, describing it as a way to “harness the forces and use the tools of global economics to strengthen our diplomacy and ... how we use diplomacy to strengthen our economy at home.” Ambassador Solomont regularly speaks and [writes](#) about the importance of strengthening economic ties between the U.S. and Spain. The new Business Tab website provides several examples of how representatives of the U.S. Embassy in Madrid put economic statecraft into practice.

#### Statements from U.S. Government Officials on Global Economic Statecraft Day 2012

U.S. President Barack Obama: “In our global economy, our prosperity is shared ... Even as we keep opening foreign markets to American goods, we want more foreign companies investing in America ... And I’m confident that, working together, we’ll continue to forge the partnerships that create jobs, the opportunity, and the dignity that our people deserve.” [http://www.youtube.com/watch?v=gTkazqluJ\\_I](http://www.youtube.com/watch?v=gTkazqluJ_I)

Secretary of State Hillary Clinton: “Businesses, governments, and civil society leaders will come together to find new ways to invest and work together – whether through a public dialogue, a partnership announcement, or a meeting to discuss export opportunities. We are sending the message to people in every region – the United States is open for business and tourism, and we have the economic tools to create new jobs and expand trade and investment – at home and abroad. ... I look forward to hearing about the concrete new ideas that come out of Global Economic Statecraft Day and hope that this day spurs results for years to come.”

<http://www.state.gov/secretary/rm/2012/06/192137.htm>

U.S. Ambassador Alan D. Solomont: “Whether businesspeople or diplomats, Americans or Spaniards, the interdependent global economy means we have a shared stake in prosperity. America’s economic renewal depends on the strength of the global economy – and the global economy depends on the strength of the American economy. We’re working together to strengthen both.”

U.S. Ambassador Alan D. Solomont: “The U.S. Embassy supports economic statecraft in four principal ways: First, by working closely with Spanish authorities to ensure that U.S. companies in Spain can compete on a level playing field, market their products and grow their businesses. Second, through collaboration with partners in the Spanish government, and with business organizations, such as the American Chamber of Commerce, to improve the broader investment climate in Spain. Third, by the promotion of trade between the U.S. and Spain in order to boost U.S. exports to Spain, in accordance with President Obama’s National Export Initiative. Finally, economic recovery in both the United States and Spain is supported by promoting foreign direct investment by Spanish companies in the United States.” ##